What is claimed is:

1.   A method for displaying advertisements comprising the steps of:

displaying informational content on a first layer; and

5   displaying advertisement content behind the informational content, on a second layer, such that both the informational content and the advertisement content are viewable simultaneously.

2.   The method of claim 1 and further including the step of displaying

10   both the first and the second layers on a monitor device such that both layers are viewable simultaneously.

3.   The method of claim 1 and further including the step of printing both the first and the second layers on a page such that both layers are viewable

15   simultaneously.

4.   The method of claim 3 wherein both the first and the second layers are printed substantially simultaneously.

20   5.   The method of claim 1 and further including the step of displaying related advertisement content on the first layer, the advertisement content on the second layer and the related advertisement on the first layer being related by a common product or service.

25   6.   A method for displaying an advertisement over the Internet to a computer device, the method comprising the steps of:

transmitting a first layer, comprising informational content, to a client process; and

transmitting a second layer, comprising advertisement content, to the client

30   process such that both the informational content and the advertisement content are viewable simultaneously.

7.   The method of claim 6 and further including the step of the client process requesting delivery of the first and second layers.

8.   The method of claim 6 and further including the step of printing the first and second layers.

9.   The method of claim 7 wherein the client process is resident on a personal computer comprising a monitor device.

10.   The method of claim 7 and further including the step of the client process requesting a predetermined level of transparency of the second layer.

11.   The method of claim 10 and further including the step of the transparency of the advertisement content being adjusted to the predetermined level in response to a composition of the computer device.

12.   A World Wide Web server system for displaying an advertisement over the Internet to a client process, the system comprising:

memory that stores data for processing;

storage media that has a capability to store software processes, a plurality of informational content, and a plurality of advertisement content;

input/output devices that provide access to the Internet for the server system; and

a processor that controls the system, the processor coupled to the memory, the storage media, and the input/output devices, the processor having means for reading a first informational content and a first advertisement content from the storage media and transmitting the first informational content in a first layer and the first advertisement content in a second layer.

13.   The system of claim 12 wherein the processor comprises means for adjusting a predetermined level of transparency of the second layer such that the first layer and the second layer can be viewed simultaneously.

14.　　The system of claim 12 wherein the storage media stores information relating to the client process.

5　　　15.　　The system of claim 14 wherein the processor has means for determining an advertisement content from the plurality of advertisement content in response to the information relating to the client process.

16.　　The system of claim 12 wherein the client process is an automatic

10　content delivery service that requests information content from predetermined Internet resources.

17.　　A method for transmitting advertising content over the Internet from a server to a client process operating on a computer device, the method comprising the

15　steps of:

　　　　receiving a request for predetermined information content;

　　　　accessing the predetermined information content from memory;

　　　　accessing the advertising content having a predetermined transparency level;

　　　　adjusting the predetermined transparency level of the advertising content;

20　　　　combining the advertising content with the predetermined information content to form a Web page; and

　　　　transmitting the Web page to the client process.

18.　　The method of claim 17 wherein the request for predetermined

25　information content is transmitted by the client process.

19.　　The method of claim 17 wherein the transparency level is adjusted in response to capabilities of the computer device.

30　　　20.　　A method for transmitting advertising content over the Internet from a server to a client process operating on a computer, the method comprising the steps of:

　　　　receiving a request for predetermined information content;

accessing a Web page, comprising the predetermined information content in front of the advertising content, from memory, the advertising content comprising a transparency level;

adjusting the transparency level of the advertising content; and

5   transmitting the Web page to the client process.

21.   The method of claim 20 and further including the step of the client process displaying the Web page such that the information content and the advertising content are viewable simultaneously.

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22.   The method of claim 20 wherein the transparency level is adjusted in response to capabilities of the computer device.